

# Convention Center Area Strategic Development Plan

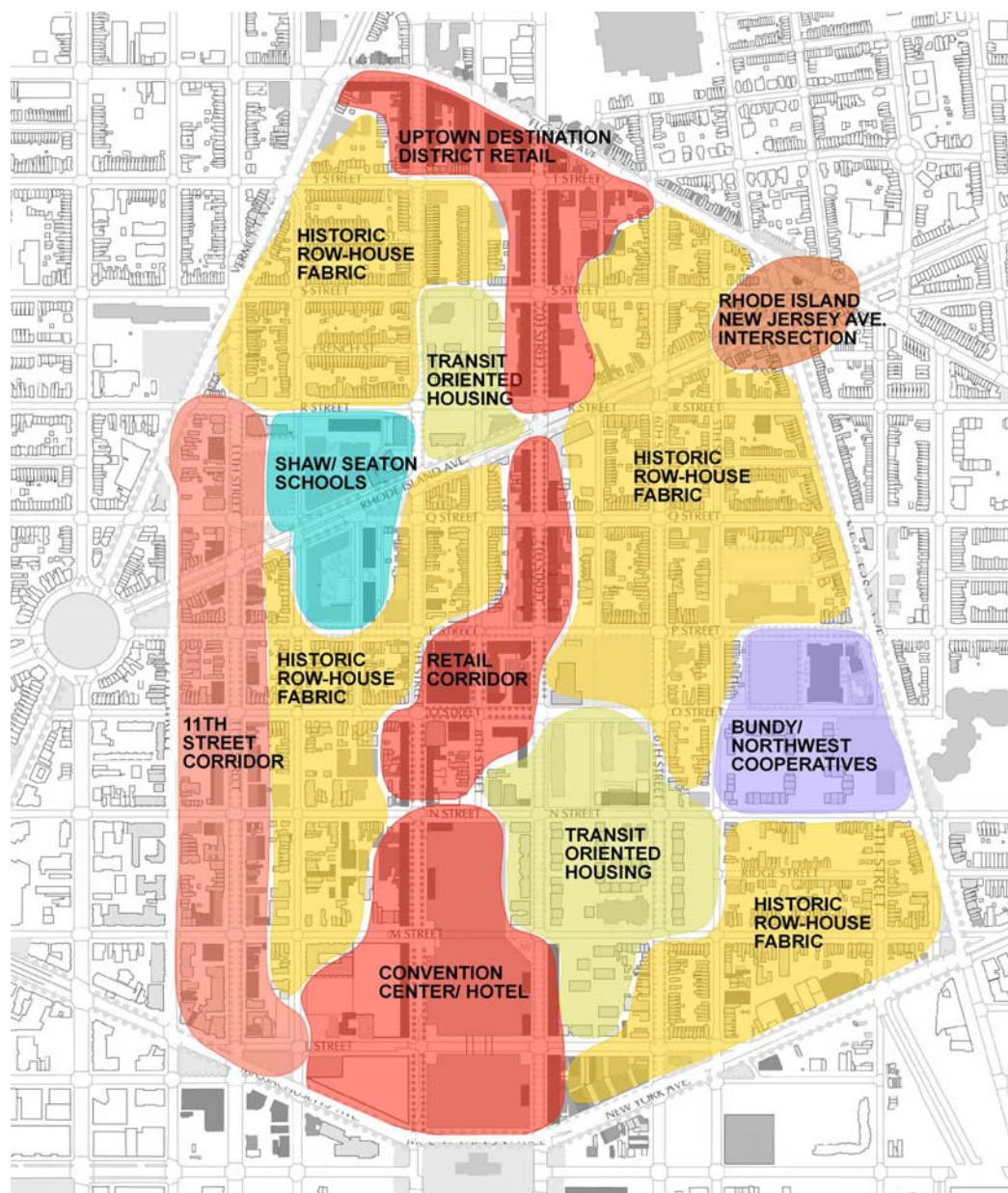
## Draft Final Report

- Development Guide  
Recommendations



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Abt Associates, Inc.  
Economics Research Associates  
Mary Means & Associates

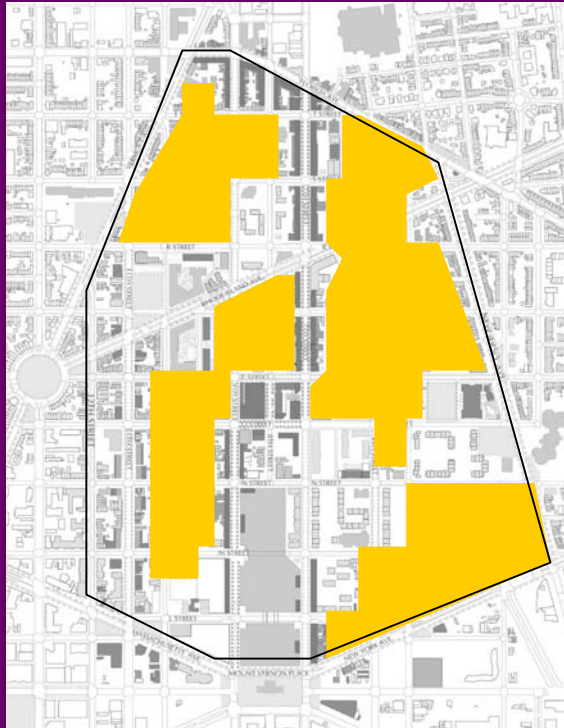
## SUB-AREA DESIGNATIONS



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## HISTORIC ROW HOUSE FABRIC

**GOAL: Protect the existing character and intimate scale of residential streets**



## BUILDING DESIGN GUIDE

- Maintain typical row house pattern and architectural features.



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# **HISTORIC ROW HOUSE FABRIC**



## **SITE DESIGN GUIDE**

- **Maintain consistent front yard setbacks**
- **Wherever possible garage and service entrances should be from alleys**



## **PUBLIC REALM DESIGN GUIDE**

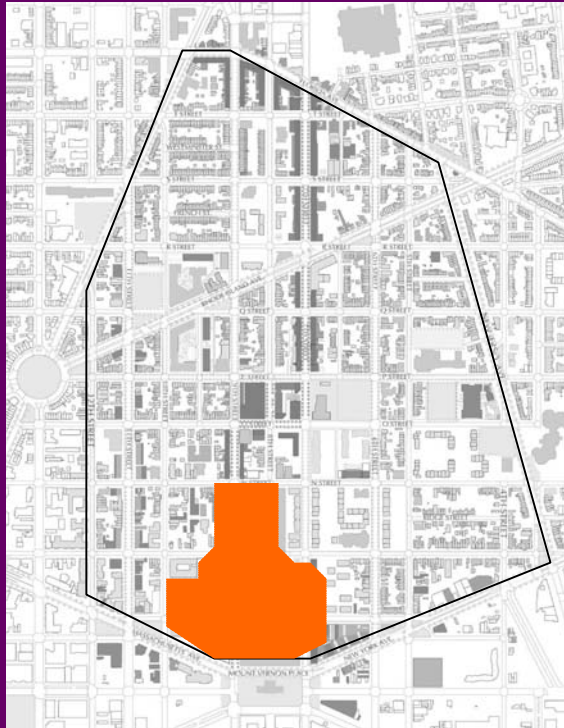
- **Wherever possible widen sidewalks and minimize curb cuts**



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## CONVENTION CENTER & HOTEL

**GOAL:** Encourage infill development that completes the continuity of the historic block faces along 7<sup>th</sup> and 9<sup>th</sup> streets and accommodates uses that serve local residents and convention goers



### GROUND FLOOR DESIGN GUIDE

- In retail areas a majority of the ground floor shall be devoted to building entrances & projecting or flat storefronts that are predominantly transparent.

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## **CONVENTION CENTER & HOTEL**



### **UPPER FLOOR DESIGN GUIDE**

- The massing and façades of new development should complement the pattern of adjacent buildings.**



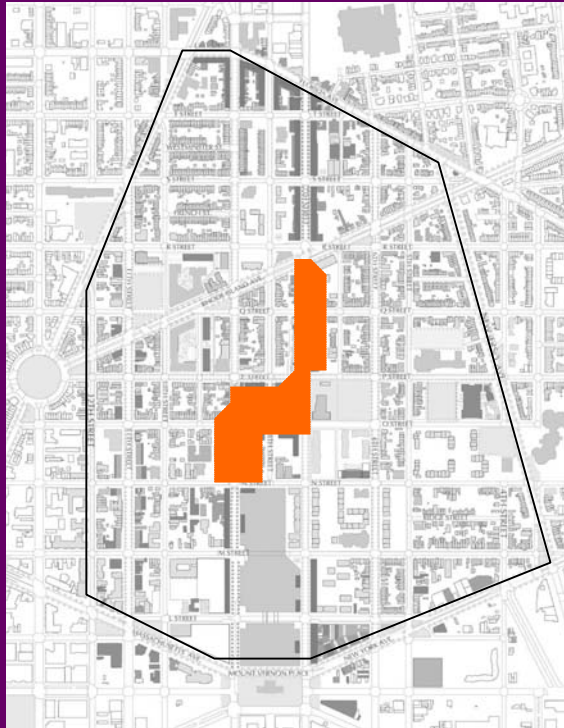
### **PUBLIC REALM DESIGN GUIDE**

- Encourage uses such as outdoor cafes & vendors.**
- Utilize traffic calming measures to ensure safe pedestrian crossing, especially on 7<sup>th</sup> & 9<sup>th</sup> Streets.**

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## RETAIL CORRIDOR

**GOAL:** Encourage mixed-use development that provides a unique setting for both neighborhood serving and destination retail



### GROUND LEVEL DESIGN GUIDE

- **The ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly transparent.**



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## **RETAIL CORRIDOR**



### **UPPER LEVEL DESIGN GUIDE**

- **Provide design that animates street through projections or openings**



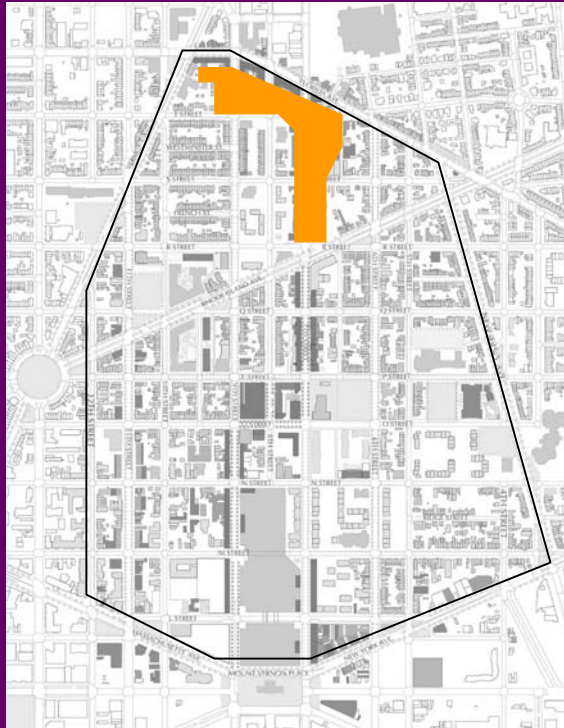
### **PUBLIC REALM DESIGN GUIDE**

- **Encourage uses such as outdoor cafes and vendors**

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## UPTOWN DESTINATION DISTRICT

**GOAL:** Encourage mixed-use development that creates a focus for the Study Area Retail Corridor, U Street and the Georgia Avenue connection to Howard University



### GROUND FLOOR DESIGN GUIDE

- **A majority of the ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly transparent.**



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# **UPTOWN DESTINATION DISTRICT**



## **UPPER FLOOR DESIGN GUIDE**

- **Provide design that animates streets through  
projections or openings**

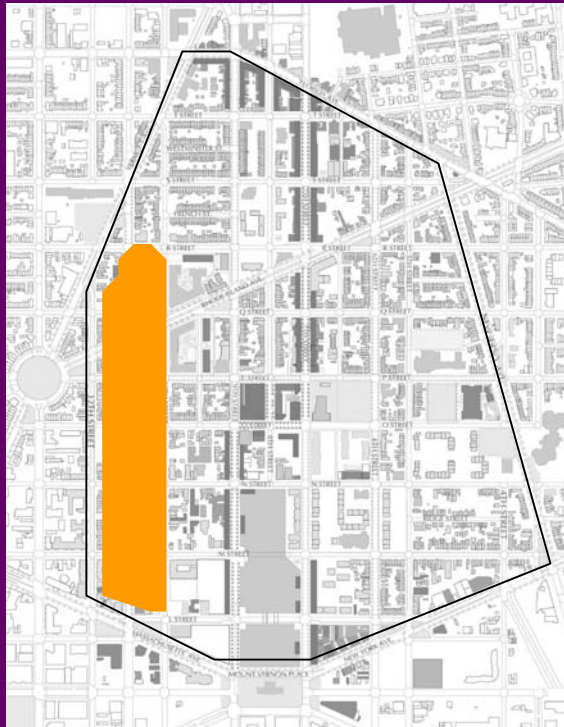


## **SITE AND PUBLIC REALM GUIDE**

- **Encourage uses, such as outdoor cafes and  
vendors**

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## **11<sup>TH</sup> STREET CORRIDOR**

**GOAL:** Encourage appropriately scaled, well designed development that maximizes zoning envelopes and is contextual but not necessarily traditional in design



### **GROUND FLOOR DESIGN GUIDE**

- In retail areas a majority of the ground floor shall be devoted to building entrances and projecting or flat storefronts that are predominantly transparent.



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# **11<sup>TH</sup> STREET CORRIDOR**

## **UPPER FLOOR DESIGN GUIDE**

- **Tri-partite arrangement of building elevation encouraged**
- **Balconies and / or bay windows are encouraged as design elements on residential floors**



## **PUBLIC REALM DESIGN GUIDE**

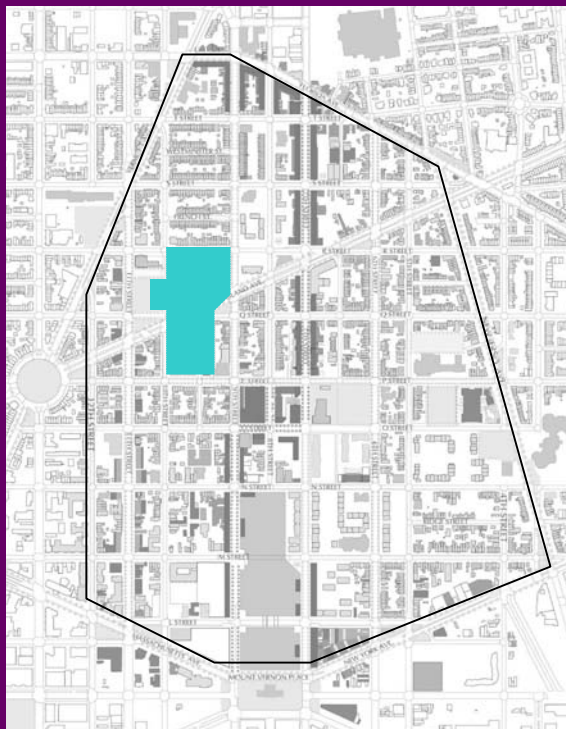
- **Encourage outdoor uses, such as cafes and vendors in retail areas**
- **Increase landscaping and planting in residential zones**





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## **SHAW/ SEATON SCHOOLS**

**GOAL:** Encourage well-designed school buildings that are civic in scale and materials and contextual without necessarily being traditional. Encourage multi-family development that is compatible both with the school building and with nearby row houses as a part of the joint development of the sites.



### **SCHOOL DESIGN GUIDE**

- Provide prominent building entrances and lobbies on the major streets**

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## **SHAW/ SEATON SCHOOLS**



### **MULTI-FAMILY BUILDING DESIGN GUIDE**

- **Maintain set back typical for other buildings**
- **Tripartite arrangement of elevation encouraged**

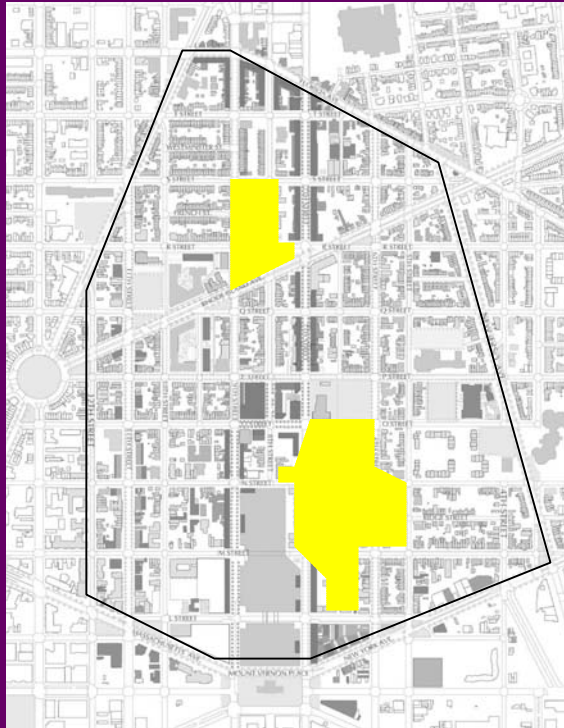


### **SITE DESIGN AND PUBLIC REALM GUIDE**

- **The restored triangular park on Rhode Island and 9<sup>th</sup> Street should be dramatic in nature, with granite curbs, traditional ironwork and ornamental planting**

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## **TRANSIT ORIENTED HOUSING**

**GOAL:** Encourage greater density where transit is within a short walk.



### **BUILDING DESIGN GUIDE**

- **Tri-partite arrangement of building elevation encouraged**
- **Provide balconies and/ or bay windows for residences**



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# **TRANSIT ORIENTED HOUSING**



## **SITE DESIGN GUIDE**

- **Locate buildings so that they create continuity along street fronts**
- **On streets that provide access to stations, provide “eyes on the street” from residential units**



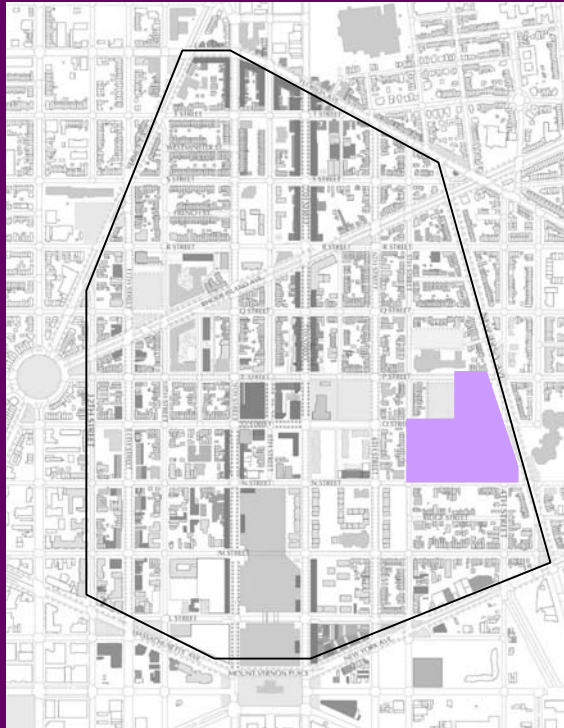
## **PUBLIC REALM DESIGN GUIDE**

- **New sidewalks should be as wide as possible with minimum curb cuts**

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## BUNDY SCHOOL & 2<sup>nd</sup> NORTHWEST COOPERATIVE

**GOAL:** Preserve the integrity of the Bundy School Building. Provide new development that is compatible in scale and materials with existing buildings.



### BUILDING DESIGN GUIDE

- **Step down building height adjacent to two-story row houses on New Jersey Avenue**

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# **BUNDY SCHOOL and 2<sup>nd</sup> NORTHWEST COOPERATIVE**



## **SITE DESIGN GUIDE**

- **Maintain front yard setback typical for the street**
- **Provide landscaping in front yard setback along P street that reinforces its role as a “Greenway” Street**



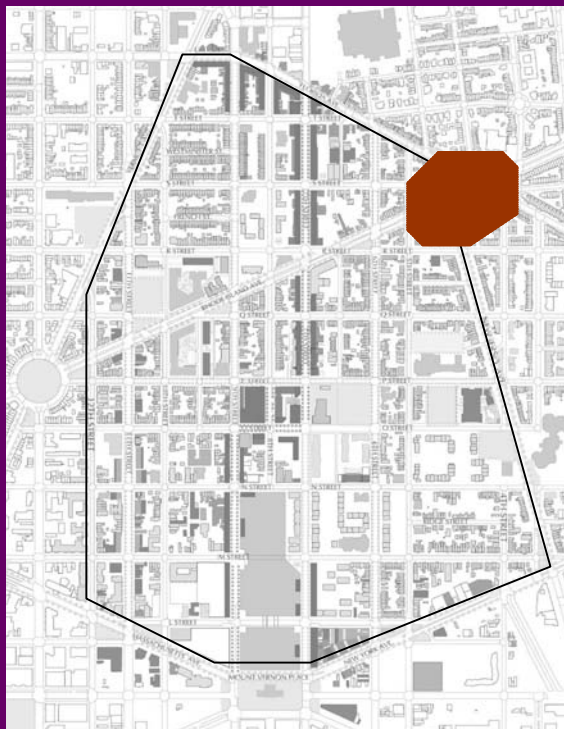
## **PUBLIC REALM DESIGN GUIDE**

- **Streetscape improvements shall carry out the Greenway theme.**



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# **INTERSECTION OF RHODE ISLAND AND NEW JERSEY AVENUES**

**GOAL: Re-envision the intersection as a focal point and gateway to the neighborhood**

